

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 253 Issue 1

 accurate, balanced, to the point



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	29670	Campaign Ref:	E:120911020
Buyer:	..	Client/Product/Estimate:	. / /201	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06310416
Est./PO Number:	06310416	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/10	09/17	Total	Cost
1	M-F 7a Today Show ..WTF..	03	575	30 Comme	Nbr of Spots	3		3	1725
2	M-F 7a Today Show MT.....	03	575	30 Comme	Nbr of Spots		2	2	1150
3	M-F 9a Today Show II ..WTF..	03	250	30 Comme	Nbr of Spots	3		3	750
4	M-F 9a Today Show II MT.....	03	250	30 Comme	Nbr of Spots		2	2	500
5	M-F 10a Today Show III MT.....	03	200	30 Comme	Nbr of Spots		2	2	400
6	M-F 10a Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	3		3	600
7	M-F 11a My Carolina Today ..WTF..	04	75	30 Comme	Nbr of Spots	3		3	225
8	M-F 11a My Carolina Today MT.....	04	75	30 Comme	Nbr of Spots		2	2	150
9	M-F 5p Judge Judy	03	210	30	Nbr of Spots		2	2	420
Weekly Totals: Total Spots(Ord Spots)						49	22	71	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 5p Judge Judy ..WTF..	03	210	30 Comme	Nbr of Spots 3		3	630
11	M-F 530p Judge Judy MT.....	03	210	30 Comme	Nbr of Spots 2		2	420
12	M-F 530p Judge Judy ..WTF..	03	210	30 Comme	Nbr of Spots 3		3	630
13	M-F 6p News MT.....	03	400	30 Comme	Nbr of Spots 2		2	800
14	M-F 6p News ..WTF..	03	400	30 Comme	Nbr of Spots 3		3	1200
15	M-F 7p News ..WTF..	02	575	30 Comme	Nbr of Spots 3		3	1725
16	M-F 7p News MT.....	02	575	30 Comme	Nbr of Spots 2		2	1150
17	M-F 730p Extra ..WTF..	03	275	30 Comme	Nbr of Spots 3		3	825
18	M-F 730p Extra MT.....	03	275	30 Comme	Nbr of Spots 2		2	550
19	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	175	30 Comme	Nbr of Spots 3		3	525
Weekly Totals: Total Spots(Ord Spots)					49	22	71	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	175	30 Comme	Nbr of Spots	2	2	350
21	Sat 7a Today ShowS.	03	200	30 Comme	Nbr of Spots	2	2	400
22	Sat 6p NewsS.	02	250	30 Comme	Nbr of Spots	2	2	500
23	Sun 8a Today ShowS	02	250	30 Comme	Nbr of Spots	1	1	250
24	Sun 10a Meet The PressS	03	750	30 Comme	Nbr of Spots	1	1	750
25	Sun 6p NewsS	03	185	30 Comme	Nbr of Spots	2	2	370
26	Sun 7p ET / 6p CT Football Night In AmericaS	06	600	30 Comme	Nbr of Spots	1	1	600
27	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06	2600	30 Comme	Nbr of Spots	3	3	7800
28	M-Su 11p News ..WTF.. 23:00:00--23:30:00	03	615	30 Comme	Nbr of Spots	3	3	1845
29	M-Su 11p News	03	615	30 Comme	Nbr of Spots	2	2	1230
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Est./PO Number: 06310416	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
30	MT..... 23:00:00-23:30:00 Sun 11a Chris Matthews ShowS	02	150	30 Comme	Nbr of Spots 1		1	150
31	Sat SEC FootballS.	03	350	30 Comme	Nbr of Spots 3		3	1050
Weekly Totals: Total Spots(Ord Spots)					49	22	71	

Grand Totals				Month 9 Weeks: 5			
Totals		09/10	09/17				
Spots	71	49					
Cost	29670	22550					

Grand Totals: Spots: 71

Gross Total:	29,670.00
Commission:	4,450.50
Net Total:	25,219.50

REP HEADLINE# 6310416
\$\$\$ APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM STATION

SEP11/12 14.40
*** WNCN-TV ***

ADV #	ADV. NAME	POLI/M ROMNEY/R/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	AMERICAN RAMBLER PRODUCTIONS	BUYER NAME	STEPHANIE KINCAID	
		138 CONANT STREET	SALES PRSN	WA- MICK NESCI (H)	
		BEVERLY, MA 01915			
ORDER #	CONTRACT #	6310416	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	ROMNEY FOR PRESIDENT	EST#201	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	SEP12/12	SEP18/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP11/12	14.40

REP: REVISED ORDER
ZEROED LN 24
ADDED LN 32
TTL SAME
PLS CFM
THANKS, MIKE FOR MICK

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROMNEY FOR PRESIDENT
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#24	MISSED: SAT/1100A-1130A	SEP15	30S	\$150.00	(SEP11/12)
			OFFER: SUN/1100A-1130A	SEP16	30S	\$150.00	PLS ADVISE.
			CMT: CHRIS MATTHEWS AIRS SUN - PLS REVISE DATE				

CONTRACT TOTAL 29670.00
TOTAL SPOTS 71

REP HEADLINE# 6310416
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP11/12 14.20
 CHANGES *** WNCN-TV ***

ADV #	ADV. NAME	POLI/M ROMNEY/R/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	AMERICAN RAMBLER PRODUCTIONS	BUYER NAME	STEPHANIE KINCAID	
		138 CONANT STREET	SALES PRSN	WA- MICK NESCI (H)	
		BEVERLY, MA 01915			
ORDER #	CONTRACT #	6310416	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	ROMNEY FOR PRESIDENT	EST#201	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	SEP12/12	SEP18/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP11/12	14.20

REP: REVISED ORDER
 ZEROED LN 24
 ADDED LN 32
 TTL SAME
 PLS CFM
 THANKS, MIKE FOR MICK

STA: PLS SEE M1 TO CORRECT DATE FOR CHRIS MATTHEWS
 PLS REVISE ASAP
 THX, CHERYL 9/11

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24	S		1100A-1130A	30		\$150.00	9/15	9/15	0		SAT	0
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 201 PROGRAM : CHRIS MATTHEWS CON COM1: CHRIS MATTHEWS												

REP HEADLINE# 6310416
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP11/12 14.20
 CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

32	A		1100A-1130A	30		\$150.00	9/16	9/16	1		SUN	1
PROGRAM : CHRIS MATTHEWS ORD COM1 : CHRIS MATTHEWS AIRS SUN - PLS REVISE DATE THIS IS A MAKE-GOOD FOR SEP15 ON LINE-24 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS: M1 OK'D BUY#24 MISSED: SAT/1100A-1130A SEP15 30S \$150.00 (SEP11/12) OFFER: SUN/1100A-1130A SEP16 30S \$150.00 PLS ADVISE. CMT: CHRIS MATTHEWS AIRS SUN - PLS REVISE DATE												

SEP/12 29670.00 CONTRACT TOTAL 29670.00
 TOTAL SPOTS 71

MARKET TOTALS \$296,700 WNCN 10% WRAL 42% WTVB 40% WRDZ 8% WRDC 0% WLFL 0% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6310416
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

SEP11/12 10.12
*** WNCN-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6310416

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#201 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP12/12 SEP18/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP11/12 10.12

REP: NEW ORDER
TTL \$29,670 @71X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$575.00	9/12	9/14	3		W-F	3
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 201												
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
2			700A-900A	30		\$575.00	9/17	9/18	2		M-TU	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
3			900A-1000A	30		\$250.00	9/12	9/14	3		W-F	3
PROGRAM : TODAY SHOW2												
CON COM1: TODAY SHOW2												

WNCN
9/11

SEP11/12 10.12
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
13			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$400.00	9/17	9/18	2		M-TU	2
14			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$400.00	9/12	9/14	3		W-F	3
15			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$575.00	9/12	9/14	3		W-F	3
16			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$575.00	9/17	9/18	2		M-TU	2
17			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$275.00	9/12	9/14	3		W-F	3
18			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$275.00	9/17	9/18	2		M-TU	2
19			1100P-1130P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$615.00	9/12	9/14	3		W-F	3
20			1100P-1130P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$615.00	9/17	9/18	2		M-TU	2
21			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$175.00	9/12	9/14	3		W-F	3

REP HEADLINE# 6310416
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP11/12 10.12
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1 : TONIGHT SHOW	30		\$175.00	9/17	9/18	2		M-TU	2
23			700A-900A PROGRAM : SAT TODAY CON COM1 : SAT TODAY	30		\$200.00	9/15	9/15	2		SAT	2
24			1100A-1130A PROGRAM : CHRIS MATTHEWS CON COM1 : CHRIS MATTHEWS	30		\$150.00	9/15 9/16	9/15	1		SAT SUN	1
25			1200N-330P PROGRAM : COLLEGE FTBL CON COM1 : COLLEGE FTBL	30		\$350.00	9/15	9/15	3		SAT	3
26			600P-630P PROGRAM : NEWS 6P SAT CON COM1 : NEWS 6P SAT	30		\$250.00	9/15	9/15	2		SAT	2
27			800A-900A PROGRAM : SUN TODAY CON COM1 : SUN TODAY	30		\$250.00	9/16	9/16	1		SUN	1
28			1000A-1100A PROGRAM : MEET PRESS CON COM1 : MEET PRESS	30		\$750.00	9/16	9/16	1		SUN	1
29			600P-630P PROGRAM : NEWS 6P CON COM1 : NEWS 6P	30		\$185.00	9/16	9/16	2		SUN	2
30			700P-815P PROGRAM : FTBL IN AMERICA CON COM1 : FTBL IN AMERICA	30		\$600.00	9/16	9/16	1		SUN	1

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 SEP11/12 10.12
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			815P-1130P	30		\$2,600.00	9/16	9/16	3		SUN	3
PROGRAM : NFL FTBL												
CON COM1: NFL FTBL												
SEP/12			29670.00									
CONTRACT TOTAL												29670.00
TOTAL SPOTS												71

MARKET TOTALS \$296,700 WNCN 10% WRAL 42% WTVB 40% WRAX 8% WRDC 0% WLFL 0% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- NOV/11

DEMOS- RA35+*

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WNCN-Raleigh

Date:

8/30/12

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*see schedules for Aug. 31-Nov. 6					Q

Total Charges: *see schedules for Aug. 31-Nov. 6

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Romney For President, Inc.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Darrell Crate

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/30/12

Date

S. Kincaid

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Stephanie Kincaid (on behalf of Romney for President, Inc.)
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

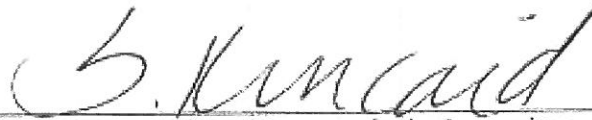
☒ **does**

☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Stephanie Kincaid

printed name

8/30/12

date